

**EACH MIND MATTERS VIDEO ARCHIVE FEATURES MARGARET CHO  
AND OTHERS**  
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It is with great excitement that we invite you to view the Each Mind Matters' statewide anti-stigma campaign video archive featuring Margaret Cho and others with lived experience from all over California, telling personal stories of hope, resilience and recovery.

The Each Mind Matters campaign brings together a statewide movement made of hundreds of local organizations and thousands of individuals throughout California. The video gallery on [eachmindmatters.org](http://eachmindmatters.org) reflects a wide diversity of those experience symptoms of mental illness. Check out LACDMH's Sam Keo, Ph.D., who speaks in Khmer, a Fresno mental health worker in the Lao compilation video, or view the winners of a student film contest designed to empower the next generation in promoting accurate portrayals in mental health storytelling.

The Each Mind Matters campaign is leading the way for mental health reform. Everyone should know that prevention and early intervention save lives and dollars by delivering help before a crisis when it's most effective and less costly. The campaign discourages the stigma associated with having a mental illness, stating, "We cannot afford to stay silent while untreated mental illness takes an unnecessary toll on our families and communities. Instead, every day we are showing how locally grown programs that prioritize underserved audiences hold the keys to real and lasting change."

What does *Each Mind Matters* look like? If you haven't already, you will see lime green popping up everywhere. Lime green is emerging as the national color of mental health awareness, and *Each Mind Matters* has adopted this vibrant color - symbolic of vigorous life and flourishing health - to represent our efforts to overcome the stereotypes, stigma and discrimination associated with mental illness.

Join *Each Mind Matters: California's Mental Health Movement* today at **EachMindMatters.org**, where anyone can pledge solidarity with those who are living with mental health challenges, share your own story to inspire others and download the tools you need to spread the word.